

| ADI (rank) | 1987 TSA households (000) | | | ADI (rank) | 1987 TSA households (000) | | |
|---|---------------------------|-----|-------|--|---------------------------|-----|-----|
| | ABC | CBS | NBC | | ABC | CBS | NBC |
| Erie, Pa. (137) | 22 | 23 | 42 | Odessa-Midland, Tex. (140) | 28 | 29 | 25 |
| Eugene, Ore. (133) | 26 | 29 | 15 | Oklahoma City (37) | 78 | 106 | 105 |
| Eureka, Calif. (187) | — | 9 | 9 | Omaha (69) | 75 | 60 | 70 |
| Evansville, Ind. (90) | 50 | 39 | 47 | Orlando-Daytona Beach-Melbourne, Fla. (27) | 132 | 121 | 151 |
| Fargo, N.D. (104) | 35 | 34 | 39 | Ottumwa, Iowa-Kirkville, Mo. (204) | 19 | — | — |
| Farmington, N.M. (201) | — | — | 8 | Paducah, Ky.-Cape Girardeau, Mo. (77) | 32 | 68 | 71 |
| Flagstaff, Ariz. (206) | — | — | 6 | Palm Springs, Calif. (181) | 8 | — | 9 |
| Flint-Saginaw-Bay City, Mich. (56) | 89 | 38 | 93 | Panama City, Fla. (171) | 18 | — | 28 |
| Florence, S.C. (144) | 22 | 48 | — | Parkersburg, W.Va. (198) | — | — | 11 |
| Fort Myers-Naples, Fla. (101) | 22 | 48 | 39 | Peoria, Ill. (103) | 38 | 36 | 46 |
| Fort Smith, Ark. (147) | 23 | 32 | 17 | Philadelphia (4) | 492 | 408 | 473 |
| Fort Wayne, Ind. (97) | 38 | 39 | 37 | Phoenix (22) | 131 | 158 | 145 |
| Fresno-Visalia, Calif. (63) | 58 | 55 | 61 | Pittsburgh (13) | 244 | 242 | 213 |
| Gainesville, Fla. (169) | 18 | — | — | Portland, Ore. (26) | 106 | 117 | 122 |
| Glendive, Mont. (213) | — | 2 | 1 | Portland-Poland Spring, Me. (79) | 52 | 42 | 57 |
| Grand Junction-Durango, Colo. (175) | 7 | 14 | 10 | Presque Isle, Me. (205) | — | 8 | — |
| Grand Rapids-Kalamazoo, Mich. (40) | 93 | 75 | 99 | Providence, R.I.-New Bedford, Mass. (42) | 88 | 77 | 116 |
| Great Falls, Mont. (178) | 13 | 10 | 5 | Quincy, Ill.-Hannibal, Mo. (151) | — | 30 | 32 |
| Green Bay-Appleton, Wis. (68) | 65 | 51 | 67 | Raleigh-Durham, N.C. (35) | 100 | 106 | 49 |
| Greensboro-Winston Salem-High Point, N.C. (50) | 79 | 104 | 106 | Rapid City, S.D. (167) | 25 | — | 15 |
| Greenville-New Bern-Washington, N.C. (96) | 32 | 46 | 63 | Reno (124) | 28 | 20 | 24 |
| Greenville-Spartanburg, S.C.-Asheville, N.C. (38) | 82 | 103 | 141 | Richmond, Va. (60) | 62 | 76 | 73 |
| Greenwood-Greenville, Miss. (168) | 27 | 13 | — | Roanoke-Lynchburg, Va. (71) | 40 | 69 | 65 |
| Hagerstown, Md. (194) | — | — | 20 | Rochester-Austin, Minn.-Mason City, Iowa (149) | 22 | 19 | 30 |
| Harrisburg-York-Lancaster-Lebanon, Pa. (45) | 62 | 66 | 114 | Rochester, N.Y. (70) | 54 | 64 | 68 |
| Harrisonburg, Va. (200) | 19 | — | — | Rockford, Ill. (114) | 33 | 31 | 40 |
| Hartford-New Haven, Conn. (23) | 120 | 161 | 94 | Roswell, N.M. (180) | — | 15 | — |
| Helena, Mont. (210) | — | — | 5 | Sacramento-Stockton, Calif. (20) | 129 | 139 | 185 |
| Houston (10) | 246 | 185 | 221 | St. Joseph, Mo. (189) | 17 | — | — |
| Huntsville-Decatur-Florence, Ala. (89) | 44 | 49 | 48 | St. Louis (18) | 145 | 192 | 225 |
| Idaho Falls-Pocatello (159) | 14 | 16 | 16 | Salinas-Monterey-San Jose, Calif. (111) | 49 | 21 | 41 |
| Indianapolis (24) | 114 | 136 | 146 | Salisbury, Md. (164) | 14 | 23 | 20 |
| Jackson, Miss. (85) | 29 | 56 | 65 | Salt Lake City (41) | 104 | 84 | 109 |
| Jackson, Tenn. (191) | 29 | — | — | San Angelo, Tex. (190) | — | 12 | — |
| Jacksonville, Fla. (57) | 51 | 86 | 62 | San Antonio, Tex. (44) | 81 | 93 | 96 |
| Johnstown-Altoona, Pa. (86) | — | 53 | 89 | San Diego (25) | 94 | 111 | 103 |
| Jonesboro, Ark. (176) | 30 | — | — | San Francisco (5) | 281 | 288 | 300 |
| Joplin, Mo.-Pittsburg, Kan. (118) | 26 | 30 | 30 | Santa Barbara-Santa Maria, Calif. (113) | 29 | 24 | 20 |
| Kansas City, Mo. (29) | 115 | 128 | 142 | Sarasota, Fla. (156) | 20 | — | — |
| Knoxville, Tenn. (61) | 60 | 75 | 52 | Savannah, Ga. (110) | 21 | 47 | 36 |
| La Crosse-Eau Claire, Wis. (136) | 19 | 30 | 39 | Seattle-Tacoma (16) | 160 | 139 | 188 |
| Lafayette, Ind. (192) | — | 13 | — | Shreveport, La.-Texarkana, Tex. (62) | 75 | 75 | 76 |
| Lafayette, La. (112) | 43 | 58 | — | Sioux City, Iowa (123) | 32 | 12 | 37 |
| Lake Charles, La. (172) | — | — | 41 | Sioux Falls-Mitchell, S.D. (98) | 45 | 56 | 25 |
| Lansing, Mich. (102) | — | 54 | 47 | South Bend-Elkhart, Ind. (84) | 41 | 57 | 69 |
| Laredo, Tex. (199) | 4 | 3 | 4 | Spokane, Wash. (78) | 51 | 50 | 60 |
| Las Vegas (94) | 31 | 37 | 48 | Springfield, Mass. (106) | 32 | — | 49 |
| Laurel-Hattiesburg, Miss. (162) | — | — | 35 | Springfield, Mo. (83) | 20 | 57 | 67 |
| Lexington, Ky. (73) | 38 | 66 | 54 | Springfield-Decatur-Champaign, Ill. (76) | 49 | 57 | 65 |
| Lima, Ohio (195) | — | — | 18 | Syracuse, N.Y. (67) | 53 | 74 | 76 |
| Lincoln-Hastings-Kearney, Neb. (92) | 27 | 47 | 16 | Tallahassee, Fla.-Thomasville, Ga. (129) | 14 | 45 | 11 |
| Little Rock, Ark. (53) | 76 | 68 | 93 | Tampa-St.Petersburg (17) | 182 | 199 | 205 |
| Los Angeles (2) | 616 | 541 | 670 | Terre Haute, Ind. (127) | 10 | 34 | 45 |
| Louisville, Ky. (49) | 59 | 98 | 113 | Toledo, Ohio (64) | 56 | 79 | 89 |
| Lubbock, Tex. (150) | 20 | 24 | 26 | Topeka, Kan. (144) | 13 | 26 | 26 |
| Macon, Ga. (131) | 17 | 40 | 20 | Traverse City-Cadillac, Mich. (139) | 16 | 39 | 37 |
| Madison, Wis. (107) | 38 | 44 | 40 | Tucson, Ariz. (81) | 43 | 42 | 52 |
| Mankato, Minn. (209) | — | 10 | — | Tulsa, Okla. (52) | 95 | 77 | 76 |
| Marquette, Mich. (185) | — | 18 | — | Tuscaloosa, Ala. (186) | — | 11 | — |
| McAllen-Brownsville, Tex. (116) | 29 | 25 | 21 | Twin Falls, Idaho (203) | — | 8 | — |
| Medford, Ore. (155) | 13 | 18 | 33 | Tyler-Longview, Tex. (125) | 45 | 10 | — |
| Memphis (39) | 76 | 109 | 135 | Utica, N.Y. (158) | 14 | — | 28 |
| Meridian, Miss. (177) | 20 | 9 | 7 | Victoria, Tex. (207) | 4 | — | 7 |
| Miami (14) | 178 | 199 | 187 | Waco-Temple, Tex. (95) | 19 | 51 | 36 |
| Milwaukee (30) | 105 | 113 | 141 | Washington (9) | 228 | 232 | 232 |
| Minneapolis-St. Paul (15) | 168 | 176 | 168 | Watertown-Carthage, N.Y. (170) | — | 17 | — |
| Minot-Bismarck-Dickinson, N.D. (146) | 9 | 24 | 38 | Wausau-Rhineland, Wis. (130) | 33 | 35 | 15 |
| Missoula-Butte, Mont. (173) | 17 | 13 | 17 | West Palm Beach-Ft. Pierce-Vero Beach, Fla. (54) | 49 | 31 | 79 |
| Mobile, Ala.-Pensacola, Fla. (55) | 68 | 85 | 82 | Wheeling, W.Va.-Steubenville, Ohio (134) | — | 52 | 47 |
| Monroe, La.-El Dorado, Ark. (115) | 13 | 58 | 35 | Wichita-Hutchinson, Kan. (58) | 56 | 68 | 64 |
| Montgomery-Selma, Ala. (108) | 17 | 34 | 73 | Wichita Falls, Tex.-Lawton, Okla. (126) | 24 | 25 | 32 |
| Nashville (31) | 90 | 134 | 144 | Wilkes Barre-Scranton, Pa. (59) | 85 | 73 | 95 |
| New Orleans (33) | 88 | 134 | 125 | Wilmington, N.C. (152) | 28 | 9 | 59 |
| New York (1) | 1,001 | 975 | 1,082 | Yakima, Wash. (128) | 21 | 28 | 24 |
| Norfolk-Portsmouth-Newport News, Va. (46) | 77 | 89 | 96 | Youngstown, Ohio (87) | 41 | 52 | 62 |
| North Platte, Neb. (211) | — | — | 7 | Zanesville, Ohio (202) | — | — | 13 |